

A FLEET OF

VELIE **TRUCKS**

Operated by Memphis Machine Works

The South's largest machine works, in a position better qualified to judge the true value of what a truck is capable of doing, after a careful investigation of all makes of trucks, have accepted the Velie truck.

These people know construction; they know materials; they know performance. That why they selected the Velie.

Velie owners throughout the country are unanimous in expressing themselves that the Velie Biltwel Truck is the best truck in the world. Always ready to deliver the goods, and on the job 365 days in the year. Investigate their wonderful truck-then place your order for one.

Standard Motor Car Co.

DISTRIBUTORS

614 Monroe Ave.

Phone M. 415.

Memphis, Tenn.

Member of Memphia Automobile Dealers' Association



BATTERY BOTHERS Won't Worry You

If You Let Us Do Your Storage Battery Work

Expert workmen here are prepared and equipped to make repairs on any make storage battery. We'll look after recharging, too.

When It Comes Time to Buy a Battery We Handle the Famed "PERMALIFE"

Make it a point to drive by and transfer those bothersome battery troubles to our experts.

Superior Motor Company

627 MONROE AVE.

MEMPHIS

TO HANDLE MITCHELI

has been sold here, and Mitchell owners and prospective purchasers will be

NEW COMPANY FORMED









The Cotton States Motor compan ecently formed, will handle the Mitchil in the Memphis territory. It has been two years since this automobil

It's the Inside of a **Battery That Counts**

The plates make a storage battery. Remem-ber, they get into action during charge and discharge. It's the active material packed into the plate that stores and delivers en-ergy to light the lights and turn over the

Exclusive machine pasted plates in USL storage batteries do this work best. Thousands of USL batteries, now in their fourth year of use, are as active as ever. Better investigate.

Of course, we repair and re-charge all makes of batteries.

Storage Battery Service & Sales Co. 47 S. Third St. Main 3883.

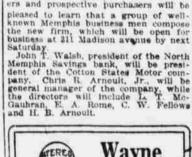


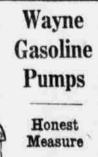
Traveling salesmen to cover Southern states with complete lines of tires, tubes and auto accessories.

WANTED

Times Square Auto Supply Co. 174 SOUTH MAIN STREET. MEMPHIS, TENN.

READ THE NEWS SCIMITAR CLASSIFIED ADS





Ask for Prices and Terms

Wayne Oil Tank & Pump Co.

All-American President Says They Are Educating Home Folks on Adaptability.

win the war, so is the war

stry in particular." This statement nade by R. H. Spear, president of is made by R. H. Spear, president of the All-American Truck company, Chicago, who was in Memphis this week, conferring with J. M. Hughes, local distributor for All-American trucks. "War proved that trucks are practical and dependable; educated the public as nothing else short of years of intensive campaigning could have done, but even so, there are many people in the rural communities who do not fully appreciate the usefulness and necessity of motor trucks. This apathy I believe will shortly be overcome; in fact, I know of instances where H has been, and all because of the feeling of the gourhows returning from France.

"Now those boys are coming back to
us. They are going back to their
homes with high praise for the truck
and its dependability as a transportation unit. They are making converts of
their friends and relatives to truck
transportation. Think what this means
to the industry! Three to four million
men all, champions of truck utility!

"Truck makers are looking to the
farmer as one of the most important
trude assets of the immediate future.
Trucks that are the result of war experience, incorporating the best features to give service and long life,
coupled with the confidence in truck
transportation created by the development of intercity naulage such as
motor truck freight and express routes,
and lastly, but by no means second in
importance, the believers in mean
trucks coming home from, war, pressge
an era of prosperity to the truck industry that is comparable to that of
the automobile at its zenith of popular-

The All-American Super-truck "The All-American Super-truck incorporates features proven by war experience to insure long and efficient
service. We build service in at the
factory, using only the best of materials and high-class workmanship. By
progressive assembly, modern machinery and efficient factory methods we
are able to offer the All-American
super-truck at a lower price than any
other one-ton truck on the market and
still not sacrifice quality. It is an ideal
size for the owner who wants a moderate-sized, dependable transportation
unit."

TOLEDO, O., May 10.—John N. Willys, president of Willys-Overland, Inc., has announced the organization of the John N. Willys Export corporation with offices in the City Investing building, at 155 Broadway, New York. This organization, through its head-quarters in New York city, will direct export sales activities for a number of Mr. Willys various interests, chief of which are Willys-Knight and Overland motor cars. A campaign of trade development and xpansion, world-wide

dent in charge of sales.

The scope of the new corporation will be practically unlimited. Direct contact between the home factories and all markets of the world will be established through the export offices of

lished through the export offices of New York city.

The John N. Willys Export corpora-tion is expected to play an important part in the development and expansion of American business in foreign lands. While established primarily to market the products of the Willys industries it will aid materially in the universal de-velopment of American enterprise throughout the world.

INTERNATIONAL TRUCKS ESTABLISH NEW AGENCY

International motor trucks, manufactured by the International Harvester company, now are being sold in this territory by an exclusive agency, opened at 348 Madison avenue. L. W. Johnson is the manager of the company, which is styled the International Truck agency.

There are many International trucks running in this territory, and the new firm is briskly after new business. A full force of truck salesmen has been employed, and International service and quality is the watchword they are spreading among the prospects here.

Special stress is laid by the new agency on the fact that a branch house of the International Harvester company is located in Memphis, thus enabling them to instantly get any truck part that is needed in a repair job.

The firm had adopted an advertising slogan along this line. It is: "We Have All the Time."

DIXIE AUTO TOP CO. **ENLARGES ITS PLANT**

That business is brisk for a returned soldier is evidenced in the growth of the business of the Dixie Auto Top company, 1078 Union avenue, a firm established by P. L. Campagna, top expert, on his discharge from Uncle Sam's aerial fighting forces about two weeks ago.

Sam's aerial fighting forces about two weeks ago.

Campagna opened to make auto tops, seat covers, storm curtains and do auto upholstery. But business the first two weeks got so good that he already has added a partner in the person of J. E. Barrett, an automobile painting expert. Barrett gives to used cars that "factory finish," while Campagna puts new tops above.

This gives rise to their boast that they make last year's (and former years) cars look like this year's models, for they give them that "new" finish throughout.

CARTER AND BOND MAKE HIGH DODGE SALE MARK

Cannon Carter and George Bond, salesmen for the Schlecht Motor Sales company, distributors for Dodge automobiles, set a mark last month that is hard to beat. In a sales contest between the two they sold a total of 44 Dodge cars for the month of April. A strange feature of this unusual performance is the fact that they went 50.50 on the record, each man selling \$2 cars.

Will Pryor, sales manager of the Schlecht Motor Sales company, is prouder of the record than is either of the enterprising salesmen.

"They're hard to beat," Pryor declares.

SHIPPING THRIVES.

NEWBERN, Tenn., May 10. (Spl.)—
The cattle and hog industry in this territory is becoming the greatest investment, the farmers have had in many years. They are receiving thousands of dollars weekly for live stock that is being shipped from Newbern. The local dealers who are shipping them to the St. Louis markets are paying the highest prices ever known to be

See the "Internationa Motor Truck First

THERE are times when you can profit by the other fellow's remain behaling perience. Business men with facilities for getting at the facilities for getting a often point a safe path for others to follow.

Many successful men buy motor trucks on the basis of known, proved to bearing the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known, proved to be a successful men buy motor trucks on the basis of known and t low-cost hauling, steadiness in operation, durability, low fuel and oil consumptioning of bell low upkeep and depreciation, prompt service—these are the points that county bear

Below are listed a few of the well-known business houses and company porations that own and operate International Motor Trucks:

Standard Oil Company Armour & Company Morris & Company American Railway Express Company Sinclair Refining Company National Refining Company

Bell Telephone Company American Telephone & Telegraph Companion 1ad National Tube Company Goodyear Tire & Rubber Companyound Firestone Tire & Rubber Company American Graphophone Company

Many of the firms listed above have fleets ranging from five to over six hundred Internationals in service.

We have a full line on display and a completely equipped service station.

Come in and see us.

Vhat Tir We Have ALL the Parts ALL the Timeel

International Truck Agency 348 Madison Ave.

MISSISSIPPI SCIENTI

Auto Never Ran On Most Unique Of World's Highways

and Trucks are sold by members of the Memphis Automobile Dealers' Association

assured of fair treatment. ALL PRICES QUOTED F. O. B. FACTORY.

1-Ton Chassis \$1,295 J. M. Hughes, 77 McCall Place, Phone M. 4803.

Two-passenger Roadster\$885 Open Express Delivery\$385

HERFF MOTOR CORPORATION

MURPHY MACHINERY AND EQUIPMENT CO.

Dodge Bros. Business Car—screen or panel \$1,085.00
Business Chassis
Business Chassis
Business Car—screen or panel \$1,085.00
Business Chassis
Business Car—screen or panel \$1,085.00
Business Chassis
Business Chassis SCHLECHT MOTOR SALES CO.

The Original 4-Wheel Drive Truck

Federal LILLÝ CARRIAGE CO. --- Main 877-878

1½-ton, 2-ton, 3½-ton and 5-ton sizes. MURPHY MACHINERY AND EQUIPMENT CO. Phones Main 1710, Main 3440.

Hemlock 6080 Caro-Holmes Co., Inc.

Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.

4-Passenger, 6-Cyl. Coupe Erwin-Hicks Motor Car Co., 754-60 Union. Main 2

Peerless 7-passenger Roadster Coupe Sedan Limousine ALL F. O. B. FACTORY Lilly Carriage Co. Main 877-878.

LOCKWOOD AUTOMOBILE CO., MAIN

BURKE-COURT MOTOR CO .--- MAIN 31

hite 4-Pass. Roadster, 16-valve mo 34-Ton White Truck 17-Ye and 2-Ton White Truck. 3-Ton White Truck. 5-Ton White Truck. 5-Ton, 16-Valve, Good Roads

For Results Use

The News Scimitar Want Ads